

Message Text

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46

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 USIA-15 CIAE-00 INR-10

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9442

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 6503

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 74 COMMERCIAL ACTION PROGRAM FOR ECUADOR

REF: (A) QUITO 5914; (B) STATE 234462; (C) STATE 236068

1. IN ACCORDANCE REQUEST REF C, THIS MESSAGE REFORMULATES AND AUGMENTS FY 1974 COMPONENTS OF COMMERCIAL ACTION PROGRAM FOR ECUADOR SUBMITTED IN REF A. THE HIGHEST PRIORITY COMMERCIAL OBJECTIVES ON WHICH QUITO AND GUAYAQUIL WILL CONCENTRATE DURING REMAINDER OF FY 1974 FOLLOW:

2. OBJECTIVE ONE: INCREASE ASSISTANCE TO U. S. FIRMS IN CAPTURING MAJOR CONSTRUCTION PROJECTS.

ACTION ONE: BY JANUARY 31, IDENTIFY AND REPORT ALL MAJOR ENGINEERING AND CONSTRUCTION PROJECTS PLANNED BY THE GOE.

ACTION TWO: PROVIDE ALL POSSIBLE ASSISTANCE TO INTERESTED U. S. BIDDERS ON MAJOR PROJECTS, INCLUDING THE FISHING COMPLEX, GUAYAQUIL PORT EXPANSION, CIVIL AVIATION PURCHASES, HYDROELECTRIC AND PETROCHEMICAL, THROUGH APPROPRIATE REPRESENTATION, PUBLICITY AND POST GUIDANCE TO BIDDERS.

ACTION THREE: UTILIZE COUNTRY TEAM COMMERCIAL TASK FORCE TO MAXIMUM ADVANTAGE TO COLLECT AND CHANNEL INFORMATION OF GOE DEVELOPMENT PLANS; AND TO INFLUENCE GOE IN FAVOR OF U. S. BIDDERS. USIS, USAID AND DATT TO BE GIVEN MAJOR RESPONSIBILITIES IN THIS FIELD.

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3. OBJECTIVE TWO: INCREASE POST EFFORTS TO PROMOTE DIRECT U. S.

EXPORTS BY TARGET INDUSTRIES.

ACTION ONE: BY DECEMBER 31, OBTAIN COMMERCE APPROVAL TO BRING FISHING AND FISH PROCESSING EQUIPMENT CATALOG EXHIBITION TO GUAYAQUIL AFTER PRESENTATION IN MARCH IN MAR DEL PLATA AND MONTEVIDEO.

ACTION TWO: BY MARCH 1, PROVIDE TRADE OUTLOOK ARTICLE ON ECUADOR FOR PUBLICATION IN COMMERCE TODAY.

ACTION THREE: BY APRIL 1, IN JOINT EFFORT WITH USIS, LOCAL CHAMBERS OF COMMERCE AND TRAVEL AGENCIES, DETERMINE FEASIBILITY OF A PROGRAM OF FACILITATED GROUP TRAVEL TO U. S. FOR SELECTED ECUADOREAN BUSINESSMEN. COMMERCE TO ASSIST WITH PROGRAM OF U. S. PLANT VISITS.

ACTION FOUR: SCHEDULE AGRICULTURAL PRODUCTIVITY SEMINAR FOR JUNE 1974. USIA TO ORGANIZE, WITH ASSISTANCE OF DEPARTMENT OF COMMERCE TO ENLIST SUPPORT OF U. S. PARTICIPANTS. BY APRIL 1, PREPARE AND SUBMIT DESK STUDY ON AGRICULTURAL EQUIPMENT LINES WHICH OFFER BEST POTENTIAL IN CONJUNCTION WITH SEMINAR.

ACTION FIVE: BY JUNE 30, DEVELOP AND SUBMIT TWO SUBSTANTIAL TRADE OPPORTUNITIES IN EACH OF THE FOLLOWING CATEGORIES: AGRICULTURAL, FOOD PROCESSING AND PACKAGING, AND CONSTRUCTION EQUIPMENT.

ACTION SIX: SELECTIVELY PUBLICIZE VISITS TO ECUADOR BY MAJOR U. S. EXPORTERS THROUGH USIS FACILITIES.

4. OBJECTIVE THREE: SELECTIVELY ASSIST NEW U. S. INVESTMENT AND LICENSING AGREEMENTS.

ACTION ONE: BY FEBRUARY 1, IDENTIFY AND REPORT ALL KNOWN INDUSTRIAL PROJECTS WHERE ANTICIPATED GOE PROHIBITION OF IMPORTS WOULD RESULT IN SUBSTANTIAL LOSS OF MARKET FOR U. S. EXPORTERS. COMMERCE TO NOTIFY U. S. FIRMS OF INVESTMENT/LICENSING OPPORTUNITIES. POST TO RENDER APPROPRIATE ASSISTANCE TO INTERESTED FIRMS.

ACTION TWO: BY JUNE 1, THE POST WILL COMPILE FOR PUBLICATION A GUIDE ON DOING BUSINESS IN ECUADOR TO ASSIST INTENDING U. S. EXPORTERS AND INVESTORS.

5. OBJECTIVE FOUR: REALLOCATE AVAILABLE EMBASSY RESOURCES TO OBTAIN FULLER UTILIZATION FOR EXPORT PROMOTION.

ACTION ONE: RELIEVE COMMERCIAL OFFICER AND LOCAL UNCLASSIFIED

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ASSISTANT OF RESPONSIBILITY FOR EMBASSY/STATE MAP AND PUBLICATIONS PROCUREMENT.

ACTION TWO: TRANSFER ECONOMIC TRENDS REPORTING FROM COMMERCIAL TO ECONOMIC UNIT.

ACTION THREE: IMMEDIATELY UPON RECEIPT OF WASHINGTON CONCURRENCE WITH POST BUDGET PROPOSAL, CONTRACT ALL OR PART OF WTDR WORKLOAD. FREE THREE LOCAL COMMERCIAL SPECIALISTS TO CONCENTRATE ON TRADE PROMOTION ACTIVITIES.

ACTION FOUR: OBTAIN INCREASED ASSISTANCE FROM USIS
AND AMCONGEN GUAYAQUIL IN PREPARATION OF MONTHLY COMMERCIAL NEWS-
LETTER.
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